

DUPLICATE

INVOICE



WXYZ
20777 W. 10 Mile Rd.
Southfield, MI 48037
Main: (248)827-7777
Billing: (877)290-6086

www.wxyz.com

Billing Address:

Davis Group (The)
Attention: Accounts Payable
4201 Bee Caves Road - Suite C-101
Austin, TX 78746

Send Payment To:

WXYZ
P.O. Box 643405
Cincinnati, OH 45264-3405

Invoice #	Invoice Date	Invoice Month	Invoice Period
306307-1	10/28/12	October 2012	10/01/12 - 10/22/12

Station	Account Executive	Sales Office	Sales Region
WXYZ	Dave Lombardo	EWS - Washing	National

Advertiser	Product	Estimate Number
CARE for Michigan	CARE for MI - Q4 Issue - 1	1086

Flight Dates	Order #	Alt Order #
10/16/12 - 10/22/12	306307	

Billing Calendar	Billing Type
Broadcast	Cash

Special Handling

IDB #	Advertiser Code	Product Code
13302		

Agency Ref	Advertiser Ref

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
1	10/16/12	10/22/12	Action News 6am	6-7am M-F	-----	:30	0	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 - 1111-- 4 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/16/12 6:52 AM Action News 6am 6-7am M-F :30 CMI TV113 \$900.00 NM									
2 WXYZ W 10/17/12 5:58 AM Action News 6am 6-7am M-F :30 CMI TV109 \$900.00 NM									
3 WXYZ Th 10/18/12 6:18 AM Action News 6am 6-7am M-F :30 CMI TV113 \$900.00 NM									
4 WXYZ F 10/19/12 6:21 AM Action News 6am 6-7am M-F :30 CMI TV115 \$900.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WXYZ M 10/22/12 6:18 AM Action News 6am 6-7am M-F :30 CMI TV115 \$900.00 NM									
2	10/16/12	10/22/12	GMA	7-9am M-F	-----	:30	0	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 - 1111-- 4 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/16/12 7:26 AM GMA 7-9am M-F :30 CMI TV109 \$900.00 NM									
2 WXYZ W 10/17/12 8:52 AM GMA 7-9am M-F :30 CMI TV113 \$900.00 NM									
3 WXYZ Th 10/18/12 8:53 AM GMA 7-9am M-F :30 CMI TV115 \$900.00 NM									
4 WXYZ F 10/19/12 GMA 7-9am M-F :00 \$900.00 NM									
Credited									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WXYZ M 10/22/12 7:54 AM GMA 7-9am M-F :30 CMI TV113 \$900.00 NM									
3	10/16/12	10/22/12	GMA SAT 7-8am	SAT 7-8am	-----	:30	0	\$350.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----- 1 \$350.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Sa 10/20/12 7:49 AM GMA SAT 7-8am SAT 7-8am :30 CMI TV115 \$350.00 NM									



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306307-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue - 1	1086	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
4	10/16/12	10/22/12	Action News SAT 8am	SAT 8-9am	-----	:30	0	\$350.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -----1-	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Sa	10/20/12	8:24 AM	Action News SAT 8am	SAT 8-9am	:30	CMI TV113	\$350.00 NM
5	10/16/12	10/22/12	GMA SUN 7-8am	SUN 7-8am	-----	:30	0	\$350.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -----1	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/21/12	7:53 AM	GMA SUN 7-8am	SUN 7-8am	:30	CMI TV113	\$350.00 NM
6	10/16/12	10/22/12	Action News SUN 8am	Sun 8-930am	-----	:30	0	\$350.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -----1	<u>Spots/Week</u> 1	<u>Rate</u> \$350.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Su	10/21/12	9:22 AM	Action News SUN 8am	Sun 8-930am	:30	CMI TV115	\$350.00 NM
7	10/16/12	10/22/12	M-F 11a-12n	11am-12pm M-F	-----	:30	0	\$750.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -1111--	<u>Spots/Week</u> 4	<u>Rate</u> \$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Tu	10/16/12	11:31 AM	M-F 11a-12n	11am-12pm M-F	:30	CMI TV113	\$750.00 NM
2	WXYZ	W	10/17/12	10:59 AM	M-F 11a-12n	11am-12pm M-F	:30	CMI TV113	\$750.00 NM
3	WXYZ	Th	10/18/12	11:19 AM	M-F 11a-12n	11am-12pm M-F	:30	CMI TV113	\$750.00 NM
4	WXYZ	F	10/19/12		M-F 11a-12n	11am-12pm M-F	:00		\$750.00 NM
See MG 13.6									
Weeks:	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>MTWTFSS</u> 1-----	<u>Spots/Week</u> 1	<u>Rate</u> \$750.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WXYZ	M	10/22/12		M-F 11a-12n	11am-12pm M-F	:00		\$750.00 NM
See MG 13.6									
8	10/16/12	10/22/12	12n-1p	12-1pm M-F	-----	:30	0	\$500.00	NM
Weeks:	<u>Start Date</u> 10/15/12	<u>End Date</u> 10/21/12	<u>MTWTFSS</u> -1111--	<u>Spots/Week</u> 4	<u>Rate</u> \$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
1	WXYZ	Tu	10/16/12	12:23 PM	12n-1p	12-1pm M-F	:30	CMI TV113	\$500.00 NM
2	WXYZ	W	10/17/12	12:39 PM	12n-1p	12-1pm M-F	:30	CMI TV113	\$500.00 NM
3	WXYZ	Th	10/18/12	12:23 PM	12n-1p	12-1pm M-F	:30	CMI TV115	\$500.00 NM
4	WXYZ	F	10/19/12		12n-1p	12-1pm M-F	:00		\$500.00 NM
Credited									
Weeks:	<u>Start Date</u> 10/22/12	<u>End Date</u> 10/28/12	<u>MTWTFSS</u> 1-----	<u>Spots/Week</u> 1	<u>Rate</u> \$500.00				
Spots: #	Ch	Day	Air Date	Air Time	Description	Start/End Time	Length	Ad-ID	Rate Type
5	WXYZ	M	10/22/12	12:25 PM	12n-1p	12-1pm M-F	:30	CMI TV115	\$500.00 NM



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306307-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue - 1	1086	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
9	10/16/12	10/22/12	Dr. Oz	4-5pm M-F	-----	:30	0	\$900.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 - 111--- 3 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/16/12 4:41 PM Dr. Oz 4-5pm M-F :30 CMI TV113 \$900.00 NM									
2 WXYZ W 10/17/12 4:27 PM Dr. Oz 4-5pm M-F :30 CMI TV113 \$900.00 NM									
3 WXYZ Th 10/18/12 4:41 PM Dr. Oz 4-5pm M-F :30 CMI TV113 \$900.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$900.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
4 WXYZ M 10/22/12 4:27 PM Dr. Oz 4-5pm M-F :30 CMI TV111 \$900.00 NM									
10	10/16/12	10/22/12	6-630pm M-F	6-630pm M-F	-----	:30	0	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 - 1111-- 4 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/16/12 6:13 PM 6-630pm M-F 6-630pm M-F :30 CMI TV109 \$1,200.00 NM									
2 WXYZ W 10/17/12 6:14 PM 6-630pm M-F 6-630pm M-F :30 CMI TV115 \$1,200.00 NM									
3 WXYZ Th 10/18/12 6:08 PM 6-630pm M-F 6-630pm M-F :30 CMI TV115 \$1,200.00 NM									
4 WXYZ F 10/19/12 6:09 PM 6-630pm M-F 6-630pm M-F :30 CMI TV113 \$1,200.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WXYZ M 10/22/12 5:56 PM 6-630pm M-F 6-630pm M-F :30 CMI TV115 \$1,200.00 NM									
11	10/16/12	10/22/12	M-F 7-730p	7-730pm M-F	-----	:30	0	\$1,200.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 - 1111-- 4 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/16/12 6:59 PM M-F 7-730p 7-730pm M-F :30 CMI TV113 \$1,200.00 NM									
2 WXYZ W 10/17/12 7:08 PM M-F 7-730p 7-730pm M-F :30 CMI TV113 \$1,200.00 NM									
3 WXYZ Th 10/18/12 7:25 PM M-F 7-730p 7-730pm M-F :30 CMI TV113 \$1,200.00 NM									
4 WXYZ F 10/19/12 7:10 PM M-F 7-730p 7-730pm M-F :30 CMI TV115 \$1,200.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$1,200.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WXYZ M 10/22/12 7:26 PM M-F 7-730p 7-730pm M-F :30 CMI TV111 \$1,200.00 NM									
12	10/16/12	10/22/12	Sa 6-630p	6-630pm Sat	-----	:30	0	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----- 1- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Sa 10/20/12 Sa 6-630p 6-630pm Sat :00 \$750.00 NM									
See MG 12.2									
2 WXYZ Sa 10/20/12 7:34 PM Sa 7-8p 7pm Sat :30 CMI TV115 \$750.00 NM									
MG for 12.1 10/20									



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306307-1	10/28/12	October 2012	10/01/12 - 10/22/12
Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue - 1	1086	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
13	10/16/12	10/22/12	Ent Tonight	730-8pm M-F	-----	:30	0	\$1,800.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -1111-- 4 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Tu 10/16/12 7:45 PM Ent Tonight 730-8pm M-F :30 CMI TV113 \$1,800.00 NM									
2 WXYZ W 10/17/12 7:56 PM Ent Tonight 730-8pm M-F :30 CMI TV115 \$1,800.00 NM									
3 WXYZ Th 10/18/12 7:56 PM Ent Tonight 730-8pm M-F :30 CMI TV115 \$1,800.00 NM									
4 WXYZ F 10/19/12 7:46 PM Ent Tonight 730-8pm M-F :30 CMI TV113 \$1,800.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$1,800.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
5 WXYZ M 10/22/12 Ent Tonight 730-8pm M-F :00 \$1,800.00 NM									
See MG 13.6									
6 WXYZ M 10/22/12 10:22 PM Detroit Lions Football 830-1130p :30 CMI TV115 \$19,050.00 NM									
MG for 14.1,7.4,7.5,22.3,24.1,13.5									
14	10/16/12	10/22/12	MO 8-10pm Dancing	8-10p	-----	:30	0	\$10,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$10,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ M 10/22/12 MO 8-10pm Dancing 8-10p :00 \$10,000.00 NM									
See MG 13.6									
18	10/16/12	10/22/12	20/20	10-11pm Friday	-----	:30	0	\$4,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 ----1-- 1 \$4,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ F 10/19/12 10:37 PM 20/20 10-11pm Friday :30 CMI TV115 \$4,000.00 NM									
19	10/16/12	10/22/12	ABC's Saturday Night Foc	SA 8pm-1130pm	-----	:30	0	\$3,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$3,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Sa 10/20/12 10:15 PM ABC's Saturday Night Football SA 8pm-1130pm :30 CMI TV113 \$3,000.00 NM									
20	10/16/12	10/22/12	Once Upon a Time	8-9pm Sunday	-----	:30	0	\$6,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1 1 \$6,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type									
1 WXYZ Su 10/21/12 8:39 PM Once Upon a Time 8-9pm Sunday :30 CMI TV113 \$6,000.00 NM									



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Advertiser	Product	Estimate Number	
CARE for Michigan	CARE for MI - Q4 Issue - 1	1086	

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type
21	10/16/12	10/22/12	11pm Action News Update	11-1135pm M-Sun	-----	:30	0	\$2,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -11111- 5 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/16/12 11:23 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV113 \$2,000.00 NM 2 WXYZ W 10/17/12 11:31 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV115 \$2,000.00 NM 3 WXYZ Th 10/18/12 11:12 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV113 \$2,000.00 NM 4 WXYZ F 10/19/12 11:12 PM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV113 \$2,000.00 NM 5 WXYZ Sa 10/20/12 11pm Action News Update 11-1135pm M-Sun :00 \$2,000.00 NM See MG 21.7 7 WXYZ Sa 10/20/12 12:12 AM 11pm Action News Update 11-1135pm M-Sun :30 CMI TV115 \$2,000.00 NM MG for 21.5 10/20									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$2,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 6 WXYZ M 10/22/12 11pm Action News Update 11-1135pm M-Sun :00 \$2,000.00 NM See MG 21.8 8 WXYZ M 10/22/12 12:18 AM 1130pm-1200am 1130pm-1200am :30 CMI TV111 \$2,000.00 NM MG for 21.6 10/22									
22	10/16/12	10/22/12	Nightline	1135pm-1205am M	-----	:30	0	\$750.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -1111-- 4 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/16/12 11:54 PM Nightline 1135pm-1205am M :30 CMI TV113 \$750.00 NM 2 WXYZ W 10/17/12 12:01 AM Nightline 1135pm-1205am M :30 CMI TV113 \$750.00 NM 3 WXYZ Th 10/18/12 Nightline 1135pm-1205am M :00 \$750.00 NM See MG 13.6 4 WXYZ F 10/19/12 11:53 PM Nightline 1135pm-1205am M :30 CMI TV115 \$750.00 NM									
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/22/12 10/28/12 1----- 1 \$750.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 5 WXYZ M 10/22/12 12:49 AM Nightline 1135pm-1205am M :30 CMI TV115 \$750.00 NM									
23	10/16/12	10/22/12	Action News SAT 6am	SAT 6-7am	-----	:30	0	\$250.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -----1- 1 \$250.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Sa 10/20/12 6:45 AM Action News SAT 6am SAT 6-7am :30 CMI TV113 \$250.00 NM									
24	10/16/12	10/22/12	Private Practice	10-11pm Tuesday	-----	:30	0	\$5,000.00	NM
Weeks: <u>Start Date</u> <u>End Date</u> <u>MTWTFSS</u> <u>Spots/Week</u> <u>Rate</u> 10/15/12 10/21/12 -1----- 1 \$5,000.00									
Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WXYZ Tu 10/16/12 Private Practice 10-11pm Tuesday :00 \$5,000.00 NM See MG 13.6									

Total Spots **54** Gross Total **\$84,600.00**

Payment Terms 30 Days

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306307-1	10/28/12	October 2012	10/01/12 - 10/22/12

<u>Advertiser</u>	<u>Product</u>	<u>Estimate Number</u>
CARE for Michigan	CARE for MI - Q4 Issue - 1	1086

<u>Agency Commission</u>	\$12,690.00
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<u>Net Amount Due</u>	\$71,910.00
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